## **ORDER**



KLAS

Product Desc: DCCC IE

36787

08832933

Estimate: 1200

Order / Rev:

Alt Order #:

Flight Dates: 10/09/12 - 10/15/12

Original Date / Rev: 07/30/12 / 10/09/12

Order Type: GENERAL

n AE

Primary AE: Mike Jones

Sales Office: K-WAS
Sales Region: National

Agency Name: Great American Media

Buying Contact:

Billing Contact:

1010 Wisconsin Avenue NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission:

15%

Advertiser Name: DCCC

 Demographic:
 A35+

 Product Codes:
 PO4

 Priority:
 LV2

Revenue Codes: AGY, POL, ISS

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Orders

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	41	\$54,100.00	\$45,985.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	41	\$54,100.00	\$45,985.00	0.00
Totals	41	\$54,100.00	\$45,985.00	0.00

00:10:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$54,100.00		
Market	100%	\$180,333.33		

Competitive Share	Share	Tota					
CABLE	0%	\$0.00					
KBLR	0%	\$0.00					
KFBT	0%	\$0.00					
KINC	0%	\$0.00					
KTNV	25%	\$45,083.33					
KTUD	0%	\$0.00					
KVBC	0%	\$0.00					
KVVU	5%	\$9,016.67					
KVWB	0%	\$0.00					
LV1	0%	\$0.00					
UNKWN	0%	\$0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	s Rate Pri	Rtg Type Sp	ots	Amount
E 1	8	10/09/12	10/12/12	8 News Now 5a M-I		5-6a	-TWTF	:30	1 \$1,000.00LV1	0.00 NM	1	\$1,000.00
	O NIENA	S NOW @	5.0	8 News Now 5a M-	F							
		_	End Date	Weekdays S	Spots/Week	Rate	Rating					
V	leek: 10/		10/14/12	WTF	1	\$1,000.00	0.00					
E 2	8	10/15/12	10/15/12	8 News Now 5a M-I	F CM	5-6a	M	:30	1 \$1,000.00LV1	0.00 NM	1	\$1,000.00
				8 News Now 5a M-	F							

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**KLAS** 

 Order / Rev:
 36787
 Advertiser:
 DCCC

 Alt Order #:
 08832933
 Product Desc:
 DCCC IE

Price Is Right

Flight Dates: 10/09/12 - 10/15/12 Estimate: 1200

Start/End Time Days Ln Ch Start End **Inventory Code** Break Len Spots Rate Pri Rtg Type Spots Amount 8 NEWS NOW @ 5A Spots/Week Start Date **End Date** Weekdays Rate Rating M----0.00 Week: 10/15/12 10/21/12 1 \$1,000.00 8 News Now 6a M-F -TWTF--2 \$1,200.00LV1 0.00 NM \$2,400.00 E 3 8 10/09/12 10/12/12 CM 6-7a .30 2 8 News Now 6a M-F 8 NEWS NOW @ 6A Spots/Week Start Date **End Date** Weekdays Rate Rating --WTF--Week: 10/08/12 10/14/12 2 \$1,200.00 0.00 1 \$1,200.00LV1 8 10/15/12 10/15/12 8 News Now 6a M-F CM 6-7a M-----:30 0.00 NM \$1,200.00 8 News Now 6a M-F 8 NEWS NOW @ 6A **End Date** Weekdays Spots/Week Rate Rating Start Date M-----Week: 10/15/12 10/21/12 1 \$1,200.00 0.00 10/09/12 10/12/12 CBS This Morning 7-9a CM 7-9a -TWTF--:30 2 \$1,000.00LV1 0.00 NM E 5 8 2 \$2,000.00 **CBS This Morning CBS THIS MORNING** Weekdays Start Date **End Date** Spots/Week Rate Rating --WTF--Week: 10/08/12 10/14/12 \$1,000.00 0.00 10/15/12 10/15/12 CBS This Morning 7-9a CM 7-9a M----:30 1 \$1.000.00LV1 0.00 NM \$1,000.00 **CBS This Morning CBS THIS MORNING** Spots/Week Rating Start Date End Date Weekdays Rate \$1,000.00 Week: 10/15/12 10/21/12 0.00 1 10/13/12 10/13/12 CBS Early Show - Sat. CM 5-7a ----S-:30 \$550.00LV1 0.00 NM 1 \$550.00 CBS Early Show - Sat. THE EARLY SHOW Spots/Week Start Date **End Date** Weekdays Rate Rating 10/14/12 ----S-\$550.00 0.00 Week: 10/08/12 8 News Now Sun A----S :30 \$500.00LV2 0.00 NM \$500.00 10/14/12 10/14/12 8 News Now Sun AM #1CM E 8 8 News Now Sun AM #1 8 NEWS NOW SUN MORNING #1 Spots/Week Rating Start Date **End Date** Weekdays Rate ----S 0.00 Week: 10/08/12 10/14/12 \$500.00 E 9 8 10/14/12 10/14/12 CBS News Sunday Morr@M CBS Sunday Morni----S :30 \$2,000.00LV1 0.00 NM \$2,000.00 **CBS News Sunday Morning CBS THIS MORNING** Start Date End Date Weekdays Spots/Week Rating Rate 0.00 Week: 10/08/12 10/14/12 1 \$2,000.00 **Weekdays Length** Rate Rtg Type Ch Date Range **Description** Start/End Time Spot 8 10/08/12-10/14/12 CBS News Sunday Morning CBS Sunday Mori ----Su :30(\$2,000.00) 0.00 NM See MG 9.2 [due n/a upon entry (DA)] (8:00 PM-10:00 I----Sa--:30 \$2,000.00 0.00 NM 2 8 10/13/12-10/13/12 Sat Prime Special 8-10p MG for 9.1 10/14 10/14/12 10/14/12 8 News Now Sun AM #2CM 8 News Now Sun A----S :30 1 \$1,500.00LV1 0.00 NM \$1,500.00 8 News Now Sun AM #2 **8 NEWS NOW SUN MORNING #2** Start Date **End Date** Spots/Week Rating **Weekdays** Rate Week: 10/08/12 10/14/12 ----S \$1,500.00 0.00 -TWTF--10/09/12 10/12/12 Live w/Kellv CM 9-10a .30 \$850.00LV2 0.00 NM \$1,700.00 Live With Regis & Kelly LIVE WITH KELLY Start Date End Date Spots/Week Rating Weekdays Rate --WTF--Week: 10/08/12 10/14/12 \$850.00 0.00 CM 10/15/12 10/15/12 9-10a :30 \$850.00LV2 0.00 NM \$850.00 Live w/Kelly M----1 Live With Regis & Kelly LIVE WITH KELLY Spots/Week Start Date End Date Weekdays 1 4 1 <u>Rate</u> Rating 0.00 \$850.00 Week: 10/15/12 10/21/12 1 \$3,500.00LV1 10/09/12 10/12/12 Price Is Right CM 10-11a -TWTF--:30 0.00 NM 1 \$3,500.00

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Order / Rev: 36787

Advertiser: DCCC

Alt Order #: 08832933

Product Desc: DCCC IE

Flight Dates:

10/09/12 - 10/15/12

Estimate: 1200

KLAS

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Ln Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len Spots	Rate Pri Rtg Type Sp

Ln Ch Start End PRICE IS RIGHT	Inventory Code Break	Start/End Tim	ne Days	Len Spe	ots Rate Pri	Rtg Type Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	Rate R: \$3,500.00	ating 0.00				
E14 8 10/15/12 10/15/12	Price Is Right CM Price Is Right	10-11a	M	:30	1 \$3,500.00LV1	0.00 NM 1	\$3,500.00
PRICE IS RIGHT <u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> <u>R</u> :	ating 0.00				
E 23 8 10/09/12 10/12/12		630-7p	-TWTF	:30	2 \$1,300.00LV2	0.00 NM 2	\$2,600.00
INSIDE EDITION <u>Start Date</u>	Weekdays Spots/Week	Rate R: \$1,300.00	ating 0.00				
E 24 8 10/09/12 10/12/12	8 News Now 11p M-F CM 8 News Now 11p M-F	11-1135p	-TWTF	:30	2 \$2,200.00 LV1	0.00 NM 2	\$4,400.00
8 NEWS NOW @ 11P Start Date <u>End Date</u>	Weekdays Spots/Week	Rate R	ating				
Week: 10/08/12 10/14/12		\$2,200.00	0.00				
	8 News Now 11p M-F CM 8 News Now 11p M-F	11-1135p	M	:30	1 \$2,200.00LV1	0.00 NM 1	\$2,200.00
8 NEWS NOW @ 11P Start Date End Date	Weekdays Spots/Week	Rate R	ating				
Week: 10/15/12 10/21/12		\$2,200.00	0.00				
E 26 8 10/13/12 10/14/12	8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p	11-1135P	SS	:30	2 \$1,100.00LV2	0.00 NM 2	\$2,200.00
8 NEWS NOW @ 11P		D					
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	Rate R: \$1,100.00	<u>ating</u> 0.00				
E 27 8 10/09/12 10/12/12	Letterman CM Letterman	1135p-1237a	-TWTF	:30	3 \$850.00LV2	0.00 <b>NM</b> 3	\$2,550.00
LETTERMAN <u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week		ating 0.00				
E 28 8 10/15/12 10/15/12	Letterman CM Letterman	1135p-1237a	M	:30	1 \$850.00 LV2	0.00 <b>NM</b> 1	\$850.00
LETTERMAN Start Date End Date	Weekdays Spots/Week	Rate R	ating				
Week: 10/15/12 10/21/12	M 1	\$850.00	0.00				
E 29 8 10/09/12 10/12/12	Craig Ferguson CM Craig Ferguson	1237a-137a (12:37 XM-1:37 )	-TWTF XM)	:30	1 \$450.00LV1	0.00 NM 1	\$450.00
LATE LATE SHOW <u>Start Date</u>	Weekdays Spots/Week	<u>Rate</u> <u>R</u> \$450.00	ating 0.00				
	Sat 1135p-1235a Priv P@M	1135p-1235a	S-	:30	1 \$350.00LV1	0.00 NM 1	\$350.00
PRIVATE PRACTICE	Private Practice						*******
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week		<u>ating</u> 0.00				
E31 8 10/14/12 10/14/12	Su 1135p-1205a T McC&M Game Time	1135p-1205a	S	:30	1 \$350.00LV1	0.00 NM 1	\$350.00
GAMETIME WITH UNLV						l	
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week		ating 0.00				
	<u>Description</u> <u>Star</u>	t <u>/End Time</u> 5p-1205a	w	<u>eekdays</u> S		Rtg Type 0.00 NM	
N32 8 10/11/12 10/11/12	Thu 10-11p CM Person Of Interest	10-11p	Т	:30	1 \$8,500.00 LV1	0.00 NM 1	\$8,500.00
Start Date End Date	Weekdays Spots/Week		ating			l	
Week: 10/08/12 10/14/12		\$8,500.00	0.00	.20	4 \$2,000,001344	0.00 N/4	<b>#</b> 2 000 00
N 33 8 10/13/12 10/13/12	Sat Prime Special CM KLAS Movie: The Fan	730-10p	S-	:30	1 \$2,000.00L <b>V</b> 1	0.00 NM 1	\$2,000.00

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Order / Rev:

36787 08832933 Advertiser:

DCCC

Product Desc:

DCCC IE

Alt Order #: Flight Dates:

10/09/12 - 10/15/12

Estimate:

1200

KLAS

Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
N33 8 10/13/1	2 10/13/12	•	СМ	730-10p	S-	:30	1	\$2,000.00LV1	0.00 NM	1	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	KLAS Movie: The Far <u>Weekdays</u> <u>Spo</u> S-	ts/Week	<u>Rate</u> \$2,000.00	Rating 0.00						
N34 8 10/13/1	2 10/13/12	ACC Football ACC Football	CM	930a-12pm	S-	:30	4	\$1,000.00 LV2	0.00 NM	4	\$4,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays Spo	ts/Week 4	<u>Rate</u> \$1,000.00	Rating 0.00						
N35 8 10/10/1	2 10/15/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	M-WTF	:30	3	\$250.00LV1	0.00 NM	3	\$750.00
<u>Start Date</u> Week: 10/09/12	End Date 10/15/12	Weekdays Spo M-WTF	ts/Week 3	<u>Rate</u> \$250.00	Rating 0.00						
N36 8 10/13/1	2 10/13/12	Sat 1235-135a DaVino Da Vinci Inquest	i 16M	12.35a-1.35a	S-	:30	1	\$200.00LV1	0.00 NM	1	\$200.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays Spo	ts/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
						-			Totals	41	\$54,100.00